EXHIBIT 1

Important news for ultra low tar smokers.

Merit Adds New Merit Ultra Lights!

Only 4 mg tar

Regular & Menthol.

© Philip Morris Inc. 1980

4 mg "tar," 0.4 mg nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

MERIT
Ultra Lights

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Source: https://www.industrydocuments.ucsf.edu/docs/hjkk0000